DOCUMENT RESUME

ED 381 120 HE 028 290

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TITLE	The Board Member's Guide to Fund Raising. What Every Trustee Needs To Know about Raising Money. Jossey-Bass Nonprofit Sector Series.
INSTITUTION	National Center for Nonprofit Boards, Washington, DC.
REPORT NO	ISBN-1-55542-322-1
PUB DATE	91
NOTE	140p.; Foreword by David Rockefeller.
AVAILABLE FROM	Jossey-Bass Inc., 350 Sansome St., San Francisco, CA 94104 ($25.95; bulk discounts available).
PUB TYPE	Books (010) -- Guides - Non-Classroom Use (055)
EDRS PRICE	Document Not Available from EDRS.
DESCRIPTORS	Capital; Donors; Elementary Secondary Education; Endowment Funds; Financial Needs; *Fund Raising; Governing Boards; Higher Education; Institutional Advancement; Institutional Mission; Leadership Responsibility; Nonprofit Organizations; Private Financial Support; School Funds; *Trustees

ABSTRACT

This volume explains the principles of fund raising from the board member perspective, and offers some practical suggestions in the implementation of those principles. Because the board of trustees is the central focus, the presentation starts and ends with board leadership. Chapter 1 describes board responsibilities and chapter 9 describes how the board and its members can be effective in fulfilling this responsibility. Chapters 2 and 8 look at key elements of a successful fund-raising program. Chapter 2 addresses concepts that relate to the board's mission, case and constituency. Chapters 3 and 4 explain differing techniques and procedures in seeking support from each of several sources of support: individuals, government agencies, foundations, businesses, and other nonprofit organizations. Chapter 5 explores ways to raise capital funds and board members' special responsibilities in this area. Chapter 6 reviews how trustees can help in specific support activities as well as their particular task of asking for funds and associated problems. Chapter 7 explores the board's oversight responsibility to assure the effectiveness of the fund-raising organization and procedures. Chapter 8 covers special concerns such as cause-related marketing, ethical matters, and the use of consultants. (Contains 12 references.) (JB)

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